

IN THE CLAIMS

Please delete claims 8-20 without prejudice or disclaimer.

Please add claim 22 as indicated below.

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

Claim 1 (original) For a client/server system having at least a client including a graphical user interface to display a content of virtual hosted stores to a user, the virtual stores being stored in databases managed by a database management system in a resource manager, the graphical user interface being operatively connected to an application server having a business logic module to select the content to be displayed, a method of managing the content of the hosted virtual stores comprising the steps of:

- creating a profile store which serves as a template and upon which the hosted stores are formatted;

- designating one or more e-marketing spots in the hosted stores;

- setting up a marketing campaign for the hosted stores; and

- creating one or more campaign initiatives in the profile store for the content to be displayed in the hosted stores.

Claim 2 (original) The method as set forth in claim 1, further comprising the step of creating one or more local campaign initiatives for the content to be displayed in the e-marketing spots of the hosted stores.

Claim 3 (original) The method as set forth in claim 2, further comprising the step of modifying the local campaign initiatives in the hosted store.

Claim 4 (original) The method as set forth in claim 2, further comprising the step of scheduling a time duration for the content to be displayed in the e-marketing spots of the hosted stores.

Claim 5 (original) The method as set forth in claim 2, further comprising the step of checking for a schedule conflict between one or more of the campaign initiatives for the profile store and one or more of the local campaign initiatives for an e-marketing spot in a hosted store.

Claim 6 (original) The method as set forth in claim 5, further comprising the step of choosing the campaign initiative over the local campaign initiative in case of a schedule conflict.

Claim 7 (original) The method as set forth in claim 1, further comprising the step of modifying the campaign initiatives in the profile store.

Claims 8-21 (cancelled)

Claim 22 (new) A method for populating campaign initiatives, the method comprising the steps of:

- accessing a list of pre-defined e-marketing spots for a profile store;
- creating an e-marketing spot for said profile store by selecting said e-marketing spot from said list of pre-defined e-marketing spots;
- accessing a first list of pre-defined campaign initiatives for said profile store;
- creating a campaign initiative for said profile store by selecting said campaign initiative from said first list of campaign initiatives;
- accessing a second list of campaign initiatives for a hosted store;
- creating a campaign initiative for said hosted store by selecting said campaign initiative from said second list of campaign initiatives;
- selecting said e-marketing spot created for said profile store to an e-marketing spot in said hosted store;
- scheduling said campaign initiative created for said profile store to said e-marketing spot in said hosted store;
- scheduling said campaign initiative created for said hosted store to said e-marketing spot in said hosted store; and

rejecting said scheduling of said campaign initiative created for said hosted store if there is a conflict between said campaign initiative created for said profile store and said campaign initiative created for said hosted store.